

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>53336</b>
	Alt Order #:	9808753 /Brad
	Product Desc:	Tom Smith
	Estimate:	233
	Flight Dates:	09/04/12 - 09/10/12
	Original Date / Rev:	08/30/12 / 09/04/12
	Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>SRCP Media</b>
	Buying Contact:	
	Billing Contact:	
		201 North Union Street Suite 200
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Smith/R/Senate
	Demographic:	A35+
	Product Codes:	US Senate
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	48	\$12,580.00	\$10,693.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$12,580.00	\$10,693.00	159.00
<b>Totals</b>	<b>48</b>	<b>\$12,580.00</b>	<b>\$10,693.00</b>	<b>159.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WHP-TV CBS21	21%	\$12,580.00
Market	100%	\$59,904.76

### Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	55%	\$32,947.62
WHTM	19%	\$11,381.90
WLYH	0%	\$0.00
WPMT	5%	\$2,995.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 1	WHP	09/04/12	09/10/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	- - - - - S	:30	2	\$70.00	P-2	2.10 NM	2	\$140.00	
N 2	WHP	09/04/12	09/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- TWT - - -	:30	3	\$225.00	P-2	1.90 NM	3	\$675.00	
N 3	WHP	09/07/12	09/10/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M - - F - -	:30	2	\$80.00	P-4	1.90 NM	2	\$160.00	
N 4	WHP	09/04/12	09/06/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWT - - -	:30	2	\$175.00	P-2	2.00 NM	2	\$350.00	
N 5	WHP	09/07/12	09/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M - - F - -	:30	1	\$55.00	P-4	2.00 NM	1	\$55.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	M - - F - -	1		\$55.00	2.00							

Order / Rev: 53336  
 Alt Order #: 9808753 /Brad  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Smith/R/Senate  
 Product Desc: Tom Smith  
 Estimate: 233

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WHP	09/07/12	09/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M--F--	:30	1	\$55.00	P-4	2.00	NM	1	\$55.00
N 6	WHP	09/04/12	09/06/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	-TWT---	:30	3	\$175.00	P-2	2.00	NM	3	\$525.00
N 7	WHP	09/07/12	09/10/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M--F--	:30	2	\$55.00	P-4	2.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	M--F--	2		\$55.00	2.00							
N 8	WHP	09/04/12	09/06/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	-TWT---	:30	3	\$200.00	P-2	1.90	NM	3	\$600.00
N 9	WHP	09/07/12	09/10/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M--F--	:30	2	\$65.00	P-4	1.90	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	M--F--	2		\$65.00	1.90							
N 10	WHP	09/04/12	09/06/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-TWT---	:30	3	\$550.00	P-2	5.30	NM	3	\$1,650.00
N 11	WHP	09/07/12	09/10/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--F--	:30	2	\$200.00	P-4	1.90	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	M--F--	2		\$200.00	1.90							
N 12	WHP	09/04/12	09/10/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$500.00	P-4	6.70	NM	1	\$500.00
N 13	WHP	09/04/12	09/06/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-TWT---	:30	3	\$675.00	P-2	6.90	NM	3	\$2,025.00
N 14	WHP	09/07/12	09/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--F--	:30	2	\$225.00	P-4	6.90	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	M--F--	2		\$225.00	6.90							
N 15	WHP	09/04/12	09/10/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,750.00	P-2	15.30	NM	1	\$1,750.00
N 16	WHP	09/04/12	09/10/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$600.00	P-2	6.40	NM	1	\$600.00
N 17	WHP	09/04/12	09/10/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,000.00	P-2	9.30	NM	1	\$1,000.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	09/04/12-09/10/12		Thu Reg 3	10p-11p		---Th----	:30		<del>(\$1,000.00)</del>		9.30	NM		
See MG 17.2															
[Program Change]															
2	WHP	09/04/12-09/10/12		Wed Reg 2	9p-10p		--W-----	:30		\$1,000.00		9.30	NM		
Ⓜ MG for 17.1 09/06															
[MG within Flight]															
N 18	WHP	09/04/12	09/06/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	-TWT---	:30	3	\$200.00	P-2	2.50	NM	3	\$600.00
N 19	WHP	09/07/12	09/10/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--F--	:30	2	\$60.00	P-4	2.50	NM	2	\$120.00
N 20	WHP	09/04/12	09/10/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$80.00	P-2	1.90	NM	2	\$160.00
N 21	WHP	09/04/12	09/10/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$100.00	P-3	1.40	NM	5	\$500.00
N 22	WHP	09/08/12	09/08/12	Sa 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S-	:30	2	\$40.00	P-4	2.30	NM	2	\$80.00
Totals														48	\$12,580.00